



Highland Village Days
June 5, 2010

Sponsorship & Underwriting Opportunities

Hosted by the City of Highland Village
www.highlandvillage.org
972-317-7430



Highland Village Days June 5, 2010

Highland Village Days Red, White & Blue Music Festival Our Story

Highland Village Days Red, White & Blue Music Festival is basking in its 11th year of success as it brings together Highland Village area families, outdoor and entertainment enthusiasts to celebrate summer. We continue to enhance the quality of our event, drawing on the successes of the past and expanding our festival to include many exciting performances at a highly visible location. Highland Village Days has become a local family event with festivities for all ages. This event has been so successful that we are planning it again at Copperas Branch Park on Lewisville Lake and right off of I-35E.

Highland Village is a lake-side, family-oriented community. Lake views, rolling hills and upscale living have brought people here. The safe community, recognized for the sixth year as the Safest City in North Texas, the excellent schools and community atmosphere keep people here.

Highland Village Days Red, White & Blue Music Festival began due to a community desire for a family festival and has been embraced by the community. The enhancement of the festival to include bands and a fireworks display has enticed higher attendance. Copperas Branch Park is an excellent location due to the high visibility on Lewisville Lake and right off of I-35E which averages 750,000 cars per day.

We're asking for your support in providing this entertainment opportunity to the area residents. Help Highland Village with an event that's sure to entertain beyond expectation and in turn benefit from your exposure to the thousands who will attend. There are many levels of participation available which will meet your needs, including cash or in-kind contributions as well as underwriting opportunities.



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Highland Village Days Red, White & Blue Music Festival Facts

- The Highland Village Days Red, White & Blue Music Festival will take place June 5, 2010
- The Highland Village Days Red, White & Blue Music Festival will kick off at 7:00 a.m. with on-site registration for the Kid K and 5 K that will begin at 8:00 a.m., sponsored by the Marcus Cross Country & Track Team. The Family Fish-Out will begin at 9:00 a.m. and will continue until 11:00 a.m. Our Arbor Day Proclamation will be given by our Mayor beginning at 11:30 a.m. In celebration of Arbor Day, attendees will be able to take home a Native Texas tree. All morning activities will be held at Unity Park. (2200 Briarhill Blvd.)
- The Highland Village Days Red, White & Blue Music Festival will continue with gates opening at 5:00 p.m. Brandon Rhyder will begin the festivities at 6:30 p.m. and Johnny Cooper will continue them at 8:15 p.m., along with food, drinks and lastly a spectacular fireworks display at Copperas Branch Park, 100 Copperas Branch Drive, Highland Village, Texas.
- Admission to the festival is free
- Projected Attendance is 8,000
- The festival will be attended by residents, family and friends in the Highland Village and Denton County area.
- Copperas Branch Park, on Lake Lewisville, is easily accessible from I-35E and highly visible to the approximate 750,000 cars per day travelling on that portion of I-35.
- A multi-media promotional campaign will kick off 4-6 weeks before the event, including radio, newspaper and City publications.



Sponsorship Opportunities

Highland Village Days June 5, 2010

Platinum Sponsorship \$5,000

Position your company in the hearts and minds of adults, parents, youth and city leaders as a community resource with the crown level of sponsorship.

- Your Corporate logo/name on all newspaper ads with our official newspaper sponsor*.
- Your corporate logo included on all sponsor banners at all event sites, or single card display of your logo on LED screen on site.
- Production and display of :15 second bumper promotional video featuring your logo/company name as sponsor of the Red, White & Blue Festival.
- Company logo/name on all posters, T-shirts, handouts, programs, and promotional material.
- Named as an official sponsor in all news releases.
- Announcement recognition from stage throughout the festival.
- Right of first refusal for next year's event.
- 10 Red, White & Blue Music Music Festival T-shirts.
- 8 VIP Family Passes.
- Projected Attendance is 8,000.
- The festival will be attended by residents, family and friends in the Highland Village and Denton County area.
- Copperas Branch Park, on Lake Lewisville, is easily accessible from I-35E and highly visible to the approximate 750,000 cars per day travelling on that portion of I-35.
- A multi-media promotional campaign will kick off 4-6 weeks before the event, including radio, newspaper and City publications to include the City web site and cable channel.

*Only available if a newspaper sponsor is secured.

For more information, contact the Parks and Recreation Department at 972-317-7430



Sponsorship Opportunities

Highland Village Days June 5, 2010

Gold Sponsor

\$3,000

- Your Corporate name on all newspaper ads with our official newspaper sponsor*.
- Your corporate logo included on all sponsor banners at all event sites, or shared card display of your logo on LED screen on site.
- Company name on all posters, T-shirts, handouts, programs, promotional material.
- Announcement recognition from stage throughout the festival.
- 8 Red, White & Blue Music Festival T-shirts.
- 5 VIP Family Passes.
- Projected Attendance is 8,000.
- The festival will be attended by residents, family and friends in the Highland Village and Denton County area.
- Copperas Branch Park, on Lake Lewisville, is easily accessible from I-35E and highly visible to the approximate 750,000 cars per day travelling on that portion of I-35.
- A multi-media promotional campaign will kick off 4-6 weeks before the event, including radio, newspaper and City publications.

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Sponsorship Opportunities

Highland Village Days June 5, 2010

Silver Sponsor

\$2,000

- Your Corporate name included on sponsor banners at all event sites or multiple card display of your corporate name on LED screen on site.
- Company name on all posters, handouts, and programs.
- Announcement recognition from stage.
- 3 VIP Family Passes.
- 4 Red, White & Blue Music Festival T-shirts.

Bronze Sponsor

\$1,250

- Your Corporate name included on sponsor banners at all event sites or multiple card display of your corporate name on LED screen on site.
- Announcement recognition from stage.
- 2 VIP Family Passes.
- 2 Red, White & Blue Music Festival T-shirts.

Community Sponsor

\$500

Community Sponsor allows companies to demonstrate their community support at a level less than \$1,000.00.

- Announcement recognition from stage.
- 2 VIP Family Passes.
- 2 Red, White & Blue Music Festival T-shirts.

If you'd like to be involved in Highland Village Days Red, White & Blue Music Festival at any level, let's talk about the possibilities. Custom packages can be designed to meet your needs.



Highland Village Days June 5, 2010

Underwriting Opportunities

Underwriting a specific event is a way to maximize your company's visibility and image, thereby enhancing your reputation. In addition to providing needed financial support to this festival, you will reach a targeted audience. The following are specific underwriting opportunities. We will work with you to customize an underwriting opportunity for your company.



Highland Village Days June 5, 2010

Fireworks Show

\$20,000

The Highland Village Red, White & Blue Music Festival will conclude with a spectacular, original fireworks show. The fireworks will be musically choreographed to provide a performance that will leave spectators in awe. Underwrite this event and attach your company's name to a brilliant display spectators will long remember.

- Your Corporate name on all radio ads with our official radio station sponsor*.
- Your Corporate logo/name on all newspaper ads with our official newspaper sponsor*.
- Your corporate logo included on exclusive banner at all event sites, or single card display of your logo on LED screen on site.
- Production and display of :30 second promotional video featuring your logo/company name as sponsor of Red, White & Blue Festival.
- Company logo/name on all posters, T-shirts, handouts, programs, and promotional material.
- Named as an official sponsor in all news releases.
- Announcement recognition from stage throughout the festival.
- Right of first refusal for next year's event.
- 12 Red, White & Blue Music Festival T-shirts.
- 10 VIP Family Passes.
- Projected Attendance is 8,000. The festival will be attended by residents, family and friends in the Highland Village and Denton County area.
- Copperas Branch Park, on Lake Lewisville, is easily accessible from I-35E and highly visible to the approximate 750,000 cars per day travelling on that portion of I-35.
- A multi-media promotional campaign will kick off 4-6 weeks before the event, including radio, newspaper and City publications including the City web site and cable channel.

*Only available if a radio station and newspaper sponsor is secured.



Highland Village Days June 5, 2010

Entertainment

\$15,000

The Highland Village Days Red, White & Blue Music Festival will feature Brandon Rhyder and Johnny Cooper. The lake atmosphere and music is sure to be an entertaining and energetic experience.

- Your Corporate name on all radio ads with our official radio station sponsor*.
- Your Corporate logo/name on all newspaper ads with our official newspaper sponsor*.
- Your corporate logo included on exclusive banner at all event sites, or single card display of your logo on LED screen on site.
- Production and display of :30 second promotional video featuring your logo/company name as sponsor of Red, White & Blue Festival.
- Company logo/name on all posters, T-shirts, handouts, programs, and promotional material.
- Named as an official sponsor in all news releases.
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*Only available if a radio station and newspaper sponsor is secured.



Highland Village Days
June 5, 2010

Business Name _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-Mail _____

Sponsorship

- Platinum Sponsor \$5,000
 - Gold Sponsor..... \$3,000
 - Silver Sponsor \$2,000
 - Bronze Sponsor \$1,250
 - Community Sponsor \$500
 - In Kind Donation Estimated Value \$ _____
 - Other Estimated Value \$ _____
- Description: _____

Underwriting

- Fireworks Show..... \$20,000
- Music, Stage & Sound \$15,000

TOTAL \$

Company Logo must be provided electronically at 300 dpi in jpg format no later than April 26, 2010

T-Shirt Sizes & Quantity () Small () Medium () Large () X-Large () XX-Large () XXX-Large

Payment

Make checks payable to City of Highland Village and mail to:

City of Highland Village Parks and Recreation
Attention: Andra Boxberger
Highland Village Days Red, White & Blue Music Festival
1000 Highland Village Road - Highland Village, TX 75077

Authorized Signature _____ Date _____